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COURSE BROCHURE

Advanced Quality Performance Leadership Training Course

9 – 20 August 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Advanced Quality Performance Leadership Training Course

Ref: 533_19710 **Date:** 9 – 20 August 2027 **Location:** Casablanca **Fees:** 6800 GBP

Quality Performance Leadership is an advanced 2-week training course for senior managers, quality directors and department heads who set the direction for quality results, and who leave with a Quality Leadership Plan and Performance Scorecard. Customers, boards and regulators now judge leaders on visible, sustained quality outcomes rather than certificates on the wall. Jupiter Prime Training runs this course for leaders who steer quality performance.

Why Quality Performance Leadership Matters Now

Three pressures move quality from the quality department to the leadership table: customers who switch suppliers after a single failure, boards that expect quality risk reported alongside financial risk, and digital operations that expose defects within hours. Leaders who shape a quality culture, translate strategy into measurable quality objectives and review results with discipline protect reputation and margin; leaders who delegate quality entirely see recurring complaints and audit findings. The course rests on the leadership and quality-objective clauses of ISO 9001, the balanced scorecard, Hoshin Kanri policy deployment and Lean Six Sigma improvement thinking.

Who Gains Most from Quality Performance Leadership

- Senior managers accountable for customer-facing quality outcomes across a business unit
- Quality directors who set quality policy, objectives and the reporting rhythm to executives
- Department heads who turn quality objectives into team targets and daily routines
- Operations and service leaders who own cost of poor quality and complaint trends
- Executive sponsors of improvement portfolios who decide which quality projects receive resources

A leadership team that attends with its quality director gains most, because it can agree one set of quality objectives, one scorecard and one review cadence before returning to work.

Quality Performance Leadership Capabilities

Participants practise the leadership behaviours and instruments that turn quality ambitions into results others can see and measure.

- Assess quality culture maturity and leadership behaviours — executives deciding where culture change starts
- Design quality objectives cascaded from strategy through Hoshin Kanri — department heads committing to targets
- Build a quality performance scorecard with leading and lagging indicators — boards reviewing quality risk
- Calculate cost of poor quality and its link to margin — finance partners prioritising investment
- Communicate quality expectations and recognise improvement — front-line teams adopting new standards
- Specify a quality governance cadence of reviews and escalation — leadership teams acting on results

Key Quality Performance Leadership Terms

- Quality culture — the shared values and daily behaviours that make doing work right first time the normal expectation.
- Quality objective — a measurable result, linked to the quality policy, that a function commits to reach within a set period.
- Hoshin Kanri — a policy deployment method that aligns breakthrough objectives with annual targets through structured catchball dialogue between levels.
- Balanced scorecard — a framework presenting performance across financial, customer, internal process and learning perspectives on one page.
- Cost of poor quality — the total cost of failures, rework, inspection and lost customers caused by work not done right.
- Management review — a scheduled leadership meeting that evaluates quality results, risks and resources and decides on improvement actions.

Quality Performance Leadership Day by Day

Day 1: The Leader's Role in Quality Results

- Quality Leadership Models — Defining What Executives Personally Own
- Leadership Clauses of ISO 9001 — Setting Top Management Accountability
- Stakeholder Quality Expectations — Balancing Customers, Boards and Employees
- Quality and Business Strategy Links — Positioning Quality as a Competitive Lever
- Personal Leadership Self-Assessment — Identifying Gaps in Quality Behaviours

Day 2: Diagnosing Quality Culture

- Quality Culture Maturity Models — Locating the Organisation's Current Stage
- Culture Surveys and Gemba Observation — Gathering Evidence Beyond Opinion
- Speak-Up and Psychological Safety Indicators — Surfacing Hidden Defects Early
- Blame Versus Learning Responses — Shaping How Failures Are Handled
- Culture Gap Profiles — Choosing Which Behaviours to Change First

Day 3: Quality Strategy and Policy

- Quality Policy Statements — Expressing Intent Leaders Can Defend
- Customer Value and Critical-to-Quality Trees — Translating Voice of Customer
- Strategic Quality Risk and Opportunity Review — Prioritising Where Quality Protects Value
- Quality Vision Narratives — Explaining Direction to Every Level
- Quality Strategy Map — Connecting Policy, Processes and Results

Day 4: Deploying Quality Objectives

- Hoshin Kanri X-Matrix — Aligning Breakthrough and Annual Objectives
- Catchball Dialogue — Negotiating Targets Between Leadership Levels
- SMART Quality Objectives — Writing Measurable Departmental Commitments
- Objective Ownership Charts — Assigning Accountable Leaders per Target
- Resource and Capability Checks — Confirming Objectives Are Achievable

Day 5: Designing the Performance Scorecard

- Balanced Scorecard Perspectives — Framing Quality Across Four Viewpoints
- Leading and Lagging Quality Indicators — Predicting Results Before Complaints Arrive
- First Pass Yield and Right-First-Time Measures — Tracking Process Health
- Customer Satisfaction and Net Promoter Measures — Hearing the Market's Verdict
- Scorecard Visual Design — Showing Status and Trend on One Page

Day 6: The Economics of Quality

- Cost of Poor Quality Model — Quantifying Failure, Appraisal and Prevention Spend
- Complaint and Warranty Trend Analysis — Linking Defects to Lost Revenue
- Improvement Business Cases — Justifying Quality Investment to Finance
- Pareto Prioritisation of Quality Losses — Focusing Leadership Attention
- Quality Benefits Tracking — Proving Savings to the Executive Team

Day 7: Engaging Teams in Improvement

- Lean Six Sigma Belt Structures — Matching Improvement Roles to Problem Size
- Kaizen Events and Quality Circles — Involving Front-Line Staff in Solutions
- Daily Tiered Huddles — Escalating Quality Issues Within Hours
- Recognition and Reward Schemes — Reinforcing Improvement Behaviours
- Coaching Conversations for Leaders — Developing Problem-Solving Capability

Day 8: Leading Quality Change

- Staged Change Roadmaps — Sequencing a Quality Transformation
- Stakeholder Influence Mapping — Winning Support From Sceptical Managers
- Resistance Diagnosis — Responding to Fatigue From Past Initiatives
- Quality Communication Plans — Keeping Messages Consistent Across Functions
- Leader Standard Work — Building Visible Quality Routines Into Calendars

Day 9: Governing Quality Results

- Management Review Agendas — Turning Results Into Leadership Decisions
- Quality Performance Escalation Rules — Defining When Leaders Intervene
- Board Quality Reporting — Presenting Quality Risk Alongside Finance
- Supplier Quality Performance Reviews — Extending Standards Across the Chain
- Corrective Action Effectiveness Checks — Confirming Problems Stay Solved

Day 10: Practising the Quality Leadership Plan

- Applying Culture Diagnosis — Setting Behaviour Priorities for the Plan
- Applying Hoshin Kanri — Cascading Objectives to Each Department
- Applying Cost of Poor Quality — Ranking Improvement Investments
- Applying Management Review Design — Fixing the Governance Calendar
- Quality Leadership Plan and Performance Scorecard — Integrating Objectives, Measures and Reviews

Applying Quality Performance Leadership After the Course

- Lead a catchball session with direct reports to cascade two quality objectives and agree owners and scorecard measures for each.
- Chair a redesigned management review using the new agenda, the cost of poor quality summary and the escalation rules.

Quality Performance Leadership Questions FAQ

What is quality performance leadership and why does it matter now?

Quality performance leadership is the practice of senior leaders setting quality direction, objectives and measures and reviewing results personally. It matters now because customers and boards judge organisations on visible quality outcomes, and those outcomes rarely improve without leadership attention.

Which roles gain most from quality performance leadership?

Senior managers, quality directors and department heads gain most from quality performance leadership. Operations leaders and improvement sponsors also benefit when they must link quality objectives to budgets, people and customer results.

How does quality performance leadership differ from a general quality management course?

Quality performance leadership focuses on the decisions leaders take: culture, strategy, objective deployment, scorecards and governance. A general quality management course concentrates on system requirements and tools, whereas here you design how leadership directs and reviews quality results.

What do you bring back from quality performance leadership training?

You bring back a Quality Leadership Plan and Performance Scorecard containing culture priorities, cascaded quality objectives, indicator definitions, cost of poor quality targets and a management review calendar ready for your executive team.

Quality Performance Leadership: The Way Forward

The Quality Leadership Plan and Performance Scorecard first informs which quality objectives the executive team adopts for the coming cycle. Quality directors, department heads and improvement sponsors use it to steer reviews and resources. After its first quarter, revisit the leading indicators, since manufacturing, healthcare and service organisations alike find that early measures need recalibrating once real data arrives.